



Varvara Lofgren

Business Development Associate

📍 London, UK

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Languages

Russian

Japanese

English

About

Experienced Business Performance Associate overlooking Northern Europe Region with a demonstrated history of working in the luxury retail. Skilled in Retail Analytics, Clientelling, Event Management and Financial Analysis. Strong retail professional graduated from Istituto Marangoni.

BRANDS WORKED WITH

Canali

Chanel, Harrods

Gucci, Kering Group

Prada

Ural Gold

Experience

● Retail and Business Development Associate

Gucci, Kering Group | Jan 2016 - Now

Responsibilities and achievements: Retail:

- Monitoring and tracking ongoing regional and worldwide retail projects to ensure all projects are clearly communicated to the relevant stakeholders as well as making sure deadlines and milestones are met
- Supporting the NE HUB General Manager with the development, monitoring and regular review of business objectives, strategies and action plans to achieve the business goals linked to the channel
- Manage the daily operations of the selected store and its Team. As well as UK & Ireland store visits and led floor walks, identifying concerns and growth opportunities on a weekly basis
- Invented a unique digital content training in EMEAIR that was adopted and implemented within the region
- Delivering digital and product training within the UK region
- Unique internal communication system implemented Business Analysis:
 - Update and generate weekly financial reports highlighting commercial performance by store, identifying trends and any potential areas of concern. Reporting to the higher management
 - Setting and analyzing key KPI targets for the region
 - Work across Retail, Operations, CRM team on building effective re-targeting strategies as well as optimize sales, store & staff performance strategies, management tools
 - Working with the systems - Retail Analytics, MicroStartegy, BI4YOU (CRM tool), RN, etc.
 - Additional reports generating and analysis: Shrinkage, Stock on hand, Competitors + space, CA KPI's, Commission scheme, Productivity/Sqm, RED reports, NPS. Clientelling
 - Lead role in the clientelling activity- such as engaging with UHNWI, HNWI, HENRY, through charities, networking, NGO's, art and culture.
 - Organized first Charity event Gucci UK to support children with cleft lip disorder in undeveloped countries

● Executive Assistant to CEO

Ural Gold | Jan 2015 - Jan 2016

Responsibilities and achievements:

- Acting as the point of contact among executives, employees, clients and other external partners
- Managing information flow in a timely and accurate manner
- Managing executives' calendars and set up meetings
- Researching online suppliers, contacting them and negotiating offers
- Visiting field operations (production, processing, etc.) on behalf of the Director and submitting related reports

● Office Manager

Prada | Jan 2014 - Jan 2015

Responsibilities and achievements:

- Set and met monthly financial targets for the luxury store
- Providing training experience to improve customer service within the team members
- Led a team that become of the most profitable in Europe within the Prada Group



- Responsible for helping with rotas and making sure the store is fully staffed at all times
- Arranged and led meetings with VIP clients as well as managed the Ultra High Net Worth clientele in order to provide a unique shopping experience
- Supported the senior management team, both in the UK and Italy, with seasonal buying decisions Previous employment:

- **Senior Fashion Adviser**

Chanel, Harrods | Jan 2013 - Jan 2014

Administrator at flagship store



- Canali | Jan 2012 - Jan 2013